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# <sup>33<sup>rd</sup></sup> Annual **ECONOMICS** *of* Diagnostic Imaging 2018: *National Symposium*

Winning in a World of Mergers, Regulation, Consolidation,  
Declining Reimbursement, Rising AI Capability, Burnout  
and Other Challenges to US Radiology

21.5 AMA PRA Category 1 Credit(s)<sup>TM</sup>

**SAM Credit Available**

**October 11-14, 2018**

The Ritz-Carlton, Pentagon City  
Arlington, Virginia

**ESI** Educational  
Symposia



## ABOUT THE MEETING

For the past 32 years, Economics of Diagnostic Imaging has led the way in helping radiologists cope with the changing landscape for health care. 2018 will be a very important year for us. The stressors in our profession have never been greater. Unprecedented challenges face US radiology as health care consolidation, mergers and acquisitions, hospital employment, heightened regulation and pressures to cut health costs through co-pays, steerage, declining reimbursement etc. create shock waves for radiologists and their groups and departments. Meanwhile, over half of US radiologists report experiencing symptoms of burnout and the rise of AI capabilities places a shadow over the future of the profession.

This is the premier meeting for participants to learn from leading experts and from each other about cutting-edge issues that face radiology and more importantly to build solutions that will allow us to succeed in the face of these challenges.



## TARGET AUDIENCE

This CME activity is primarily intended and designed to educate diagnostic imaging physicians, radiology business management executives, hospital CEOs, CFOs, board members and other key hospital administrators as well as technical directors of radiology departments, reimbursement experts, corporate executives, attorneys and sophisticated health care investors.

## SCIENTIFIC SPONSOR

Educational Symposia

## ACCREDITATION

**Physicians:** Educational Symposia is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

Educational Symposia designates this live activity for a maximum of 21.5 *AMA PRA Category 1 Credit(s)*<sup>TM</sup>. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

**Self-Assessment Modules (SAMs):** Educational Symposia has been granted Deemed Status by the American Board of Radiology (ABR). This allows Educational Symposia to develop and implement SAMs that satisfy ABR Part II MOC requirements.

## EDUCATIONAL OBJECTIVES

Attendees should, at the completion of this course, be able to:

- Discuss the myths and realities of AI and its impact on US radiology practices.
- Anticipate the impact of disruptive technology on your practice and learn to be the disruptor rather than the disrupted.
- Develop novel forms of value in your practice or department.
- Benchmark your practice against other leading practices on multiple metrics.
- Receive insider briefings on political changes, coding changes and quality metrics.
- Explain how to diagnose burnout and how to prevent it from affecting you and your practice.
- Examine the ins and outs of going through group mergers and of being sold to a hospital or corporation.
- Prepare for the next waves of change in the academic and private sectors.

*No special educational preparation is required for this CME activity.*

## COURSE ORGANIZATION

This program is planned and organized by Educational Symposia, a leader in continuing medical education since 1975.

## ACKNOWLEDGEMENT

Educational Symposia appreciates our corporate supporters and exhibitors. A list of industry supporters will be provided and acknowledged at the meeting.

## CANCELLATIONS

Cancellations must be received in writing. A \$50 processing fee will be applied to all cancellations. Refunds requested in writing prior to **September 14, 2018** will be issued for the amount of tuition paid less the \$50 processing fee. No refunds will be made on or after that date.

## REGISTRATION INFORMATION

**Tuition for live conference** includes all course materials, an electronic color course syllabus (printed color syllabus available for \$95, advanced purchase only), daily continental breakfasts and coffee breaks. Early registration is strongly suggested. There will be a \$100 surcharge for anyone registering after **October 2, 2018**. Minimum and maximum attendance levels have been established for this meeting. If your registration cannot be accepted, you will be issued a full tuition refund.

**Tuition for live webcast** includes participation for one registrant. Each registrant must sign-in on a separate computer to receive credit. Prior to the meeting we will send you further information about the log in process. We will also send you an electronic color course syllabus via email. If you have any questions or problems logging into the meeting we will have support personnel available at (800) 338-5901. There will be a \$100 surcharge for anyone registering after **October 2, 2018**.

**Please note:** A minimum number of registrants is required to live webcast this course. If the minimum number is not met by **September 14, 2018** the live webcast activity may be cancelled and a full refund issued.

## WEBCAST REQUIREMENTS

Visit the Help Center at [www.edusymp.com/site/help](http://www.edusymp.com/site/help) to review the computer and internet requirements for viewing live webcast meetings.

## 4 EASY WAYS TO REGISTER

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Reduce your mail clutter or just add email announcements. Please visit the "Mailing List" section of our website at [www.edusymp.com](http://www.edusymp.com).

**Disclaimer:** Educational Symposia (ESI) as planner and presenter of this meeting, and Professional Travel as the official travel agency for this meeting, claim no liability for the acts of any suppliers or the safety of any attendees while in transit to, from, or during this event or any optional activities. The total amount of liability, if any, for the meeting organizers is limited to a refund of the registration fee, and Professional Travel's responsibility is limited to that of an agent.



**Special Note for the Disabled:** Educational Symposia wishes to ensure that no individual with a disability is excluded, denied services, segregated or otherwise treated differently from other individuals because of the absence of auxiliary aids and services. If you need any auxiliary aids or services identified in the Americans with Disabilities Act, please contact our office at (813) 806-1000.

# FACULTY

## Program Director:

Frank J. Lexa, M.D., MBA, FACR

---

### Ted Burnes

*Director, RADPAC & Political Education  
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Leadership Institute and Chair of the Commission on  
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### Lawrence R. Muroff, M.D., FACR

*CEO & President  
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### Gregory N. Nicola, M.D., FACR

*Chair ACR MACRA Committee  
ASNR Advisor to the RUC  
Chair ASNR Economics Committee  
Vice-President Hackensack Radiology Group,  
Hackensack, NJ*

### Barbara F. Rubel, MBA, FRBMA

*Senior Vice President, Marketing & Client Services  
MSN Healthcare Solutions  
Past President, RBMA  
Past President, Georgia Radiology Business  
Management Association  
President, Florida RBMA  
Member, Healthcare Business Management Association  
Green Cove Springs, FL*

### Eliot L. Siegel, M.D., FACR, FSIIM

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### Ezequiel “Zeke” Silva III, M.D., FACR, FSIR, RCC

*Diagnostic and Interventional Radiologist  
Medical Director of Radiology  
Methodist Teksan Hospital  
Adjunct Associate Professor  
University of Texas Health Science Center  
San Antonio, TX*

# PROGRAM

## Thursday, October 11, 2018

<b>7:00 – 8:00 AM</b>	<b>Registration and Continental Breakfast for Registrants</b>
8:00 – 8:30	Disrupted or Disruptor: Your Choice <i>Frank J. Lexa, M.D., MBA, FACP</i>
8:30 – 9:15	How Does Your Practice Compare Part 1 <i>Lawrence R. Muroff, M.D., FACP</i>
9:15 – 10:00	Costs, Prices, and Payments: The Need for Better Transparency <i>Richard Duszak, M.D., FACP, FRBMA</i>
<b>10:00 – 10:15</b>	<b>Coffee Break for Registrants</b>
10:15 – 10:45	How a Health Care Service Becomes a Dollar <i>Gregory N. Nicola, M.D., FACP</i>
10:45 – 11:15	Emergency Radiology in Evolution <i>Richard Duszak, M.D., FACP, FRBMA</i>
11:15 – 11:45	Hot Topics in Radiology 2019: Economics <i>Barbara F. Rubel, MBA, FRBMA</i>
11:45 – 12:00 PM	Question & Answer Session <i>Faculty</i>
<b>12:00 – 1:00</b>	<b>Lunch On Your Own</b>
1:00 – 1:30	How Does Your Practice Compare Part 2 <i>Lawrence R. Muroff, M.D., FACP</i>
1:30 – 2:00	Ins and Outs of the Merit-Based Incentive Payment System <i>Gregory N. Nicola, M.D., FACP</i>

## SAM SESSION

2:00 – 2:30	MIPS: What to Expect in 2019 <i>Barbara F. Rubel, MBA, FRBMA</i>
2:30 – 3:00	The Evolving Healthcare Payment Landscape: Past, Present, and MACRA <i>Richard Duszak, M.D., FACP, FRBMA</i>

## Thursday, October 11, 2018 (continued)

3:00 – 3:30	Culture Change: An Imperative for Survival <i>Lawrence R. Muroff, M.D., FACP</i>
3:30 – 3:45	Question & Answer Session <i>Faculty</i>
<b>3:45</b>	<b>End of Session</b>

## Friday, October 12, 2018

<b>7:30 – 8:00 AM</b>	<b>Continental Breakfast for Registrants</b>
8:00 – 8:40	Negotiating with Managed Care Companies <i>Barbara F. Rubel, MBA, FRBMA</i>
8:40 – 9:20	ACR Economics Update 2019 <i>Ezequiel “Zeke” Silva III, M.D., FACP, FSIR, RCC</i>
9:20 – 10:00	Alternative Payment Model: Current and Future Opportunities for Radiologists <i>Gregory N. Nicola, M.D., FACP</i>
<b>10:00 – 10:15</b>	<b>Coffee Break for Registrants</b>
10:15 – 10:45	A Contrarian’s View on Value in Radiology: Will You Know It When You See It? <i>Richard Duszak, M.D., FACP, FRBMA</i>
10:45 – 11:15	Five Years of Predictions at the ESI Economics National Symposium: What We Got Right and What We Got Wrong <i>Ezequiel “Zeke” Silva III, M.D., FACP, FSIR, RCC</i>
11:15 – 11:45	2018 Regulatory Update <i>Thomas W. Greeson, J.D.</i>
11:45 – 12:00 PM	Question & Answer Session <i>Faculty</i>
<b>12:00 – 1:00</b>	<b>Lunch On Your Own</b>
1:00 – 1:30	Capitol Hill Update <i>Ted Burnes</i>
1:30 – 2:00	Hospital Contracting in an Era of Alignment and Integration <i>Thomas W. Greeson, J.D.</i>

## Friday, October 12, 2018 (continued)

2:00 – 2:30 Will National Radiology Entities Change Radiology from an “Ownership Model” to a Specialty of “Shift Workers”?  
*Lawrence R. Muroff, M.D., FACR*

2:30 – 3:00 Why One Hospital Became Thirteen  
*Gregory N. Nicola, M.D., FACR*

3:00 – 3:30 The Evolving Corporate Influence on Radiology: What This Means to Advocacy  
*Ezequiel “Zeke” Silva III, M.D., FACR, FSIR, RCC*

3:30 – 3:45 Question & Answer Session  
*Faculty*

**3:45 End of Session**

## Saturday, October 13, 2018

**7:30 – 8:00 AM Continental Breakfast for Registrants**

8:00 – 8:30 Patient Experience: Strategies to Elevate it and Get Paid More for Doing So  
*Ezequiel “Zeke” Silva III, M.D., FACR, FSIR, RCC*

8:30 – 9:15 Resist the Heat and Avoid Burnout: Data from the Trenches  
*James Y. Chen, M.D.*

9:15 – 9:45 Common Leadership Challenges & Strategic Solutions  
*David P. Fessell, M.D.*

9:45 – 10:10 What Big Data Really Means to Radiology  
*Eliot L. Siegel, M.D., FACR, FSIIM*

**10:10 – 10:25 Coffee Break for Registrants**

10:25 – 10:55 Resist the Heat and Avoid Burnout: Strategy and Experience From the Trenches  
*James Y. Chen, M.D.*

10:55 – 11:40 Saving Your Mind and Body While Saving Money in the Radiology Reading Room  
*Eliot L. Siegel, M.D., FACR, FSIIM*

## Saturday, October 13, 2018 (continued)

11:40 – 12:10 PM Resiliency 2.0  
*David P. Fessell, M.D.*

12:10 – 12:30 Question and Answer Session  
*Faculty*

**12:30 End of Session**

## Sunday, October 14, 2018

**7:30 – 8:00 AM Continental Breakfast for Registrants**

8:00 – 8:40 Next Generation PACS  
*Eliot L. Siegel, M.D., FACR, FSIIM*

8:40 – 9:20 Leadership in the Era of Large, Merged Radiology Groups  
*Frank J. Lexa, M.D., MBA, FACR*

9:20 – 10:00 Enabling the Next-Generation Radiology Report: A Tale of Two Standards  
*James Y. Chen, M.D.*

**10:00 – 10:15 Coffee Break for Registrants**

10:15 – 10:45 9 Habits of Successful Radiologists  
*David P. Fessell, M.D.*

10:45 – 11:30 When Will You Be Replaced By a Computer? The Hype, Reality, and Future of Machine Learning in Radiology  
*Eliot L. Siegel, M.D., FACR, FSIIM*

11:30 – 12:10 PM Perspectives on AI and the Future of Radiology  
*James Y. Chen, M.D.*

12:10 – 12:30 Question and Answer and Wrap Up  
*Faculty*

**12:30 End of Course**

# The Ritz-Carlton, Pentagon City

## SPACE IS LIMITED - RESERVE TODAY:

Visit [edusymp.com](http://edusymp.com) and search **ECO18** to visit the accommodations page for additional hotel information.

Call Reservations at: (800) 241-3333 and identify that you are with "33<sup>rd</sup> Annual Economics of Diagnostic Imaging" to receive the group discount.



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**SERVICE CHARGES:** Valet Parking is \$45.00 overnight, \$22.00 daily.  
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**HOTEL CUT-OFF DATE:** September 10, 2018  
(group rates 3 days prior/post – space available basis)

**HOTEL TAX:** 13.25%

**DEPOSIT POLICY:** One night's room and tax deposit will be charged at time of reservation.

**NO SHOW/CANCELLATION POLICY:** Reservations may be cancelled at no charge until 72 hours or three days prior to arrival. Please note if a reservation is not cancelled before 72 hours or three days prior to arrival or is a "no show", the Hotel will assess a fee equal to 1 night's room and tax. No show reservations are not automatically reinstated and are based on rate and space availability at the time of request. Check in time is: 4:00 PM; Check out time is: 11:00 AM.

**HOTEL:** 1250 South Hayes St.  
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**PHONE:** (703) 415-5000

## Meeting Registration Form:

## Economics of Diagnostic Imaging 2018: National Symposium October 11 - 14, 2018 • The Ritz-Carlton, Pentagon City | Arlington, Virginia

**ECO18**

Attendance is limited; therefore, early registration is strongly suggested.

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